MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017 / 2018

TTT3141 – TECHNOLOGY TRANSFER

(All Sections / Groups)

26 OCTOBER 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages with **FIVE** Questions.
2. Attempt **ALL** questions
3. The distribution of the marks for each question is given.
4. Please print all your answers in the answer booklet provided.

Questions 1 – 10%

(a) Outline the technical definition of "Uncertainty" in diffusion of innovation.

(2 marks)

(b) Briefly describe the meaning of "Diffusion as Social Change" with your own example.

(3 marks)

(c) Identify the **FIVE (5)** characteristics of diffusion.

(5 marks)

Question 2 – 10%

(a) Briefly relate the term degree of benefit with potential advantage of a new idea.

(3 marks)

(b) Identify the **THREE (3)** dimensions in innovation diffusion process that related to TIME.

(3 Marks)

(c) Identify the role of knowledge in Innovation-Decision Process.

(4 marks)

Continued...

Question 3 – 10%

Choose one alternative that best match the statement or fill in the blank.

Screen media, teachers, social, multi-touch, computers, information technology, psychomotor, digital dementia, affective, cognitive, addiction, social interactions, communications skill, learning, holistic, parent, touch screen, scaffolds, tablet technologies.

Digital technologies and early childhood education (ECE)

Concerns have been raised regarding the potential developmental harm in exposing young children to "__1__" based technologies at a tender age. Some researchers have raised as harmful the effects digital technologies can have on young children's learning and ___2___ development (Bayhan, Olgun, & Yelland, 2002; Cordes & Miller, 2000; House, 2012, Kaiser Family Foundation, 2005) with others arguing ____3____ are "neither appropriate nor important" (Downes, Arthur, & Beecher, 2001, p. 139) in early childhood settings.

The German neuropsychiatrist, Dr Manfred Spitzer, goes as far as to suggest that young children can experience '___4___', a form of permanent ___5___ dysfunction when they spend too much time using a computer (Austin American- Statesman, 2014). These researchers however tend to level their criticisms at screen media based technology in general without considering the nuanced and different ways these have been used to support children's ___6___, collaboration and ___7___ (Jenkins, Purushotma, Clinton, Weigel, & Robison, 2006). While such concerns have their place in reminding us that young children need to experience learning as a ___8___ process in a variety of real world spaces, it is important not to overlook the role technology can play in supporting learning, especially in the presence of adults/___9___/caregivers and other children who can provide ___10___ for their learning.

(10 marks)

Continued...

Question 4 – 10%

(a) Sketch the FIVE elements of social system with a diagram.

(5 marks)

(b) Explain each element in 4(a) with your own example.

(5 marks)

Question 5 – 10%

(a) Briefly relate the following term with change agent.

i. Intervention
ii. Targeting
iii. Tailoring
iv. Effectiveness
v. Uniqueness

(5 mark)

(b) Identify and briefly elaborate the **FIVE (5)** internal characteristics of an organizational structure.

(5 marks)

End of Paper